CONSUMER PURCHASES OF

CITRUS AND OTHER JUICES

April 1962

CPFJ - 128

U. S. DEPARTMENT OF AGRICULTURE
ECONOMIC RESEARCH SERVICE
IN COOPERATION WITH
THE FLORIDA CITRUS COMMISSION

PREFACE

This report presents estimated household consumer purchases of frozen concentrated juices, chilled orange juice, canned single-strength juices, canned grapefruit sections, and canned fruit drinks. Beginning with January 1961, the data represent projections to national totals based on reported purchases and related information from a representative national sample of approximately 10,000 household consumers. This is an expansion of the sample of about 6,000 households that was used from 1954 through 1960.

A committee of the Florida Citrus Industry working with representatives of the U. S. Department of Agriculture and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on experience and comparison with canners' reports, Bureau of Census reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in some overestimate of purchases of frozen orange concentrate and canned grapefruit juice, and some understatement of canned orange juice. Nevertheless, the data are considered reliable indicators of trends and of relative changes in household purchases from one period to another.

The cost of obtaining the consumer purchase data has been defrayed by the Florida Citrus Commission, with some help from the California Prune Advisory Board since October 1959. Prior to that time the Department cooperated with fruit industry groups in paying those costs. The Department, however, continues to analyze the data and publish reports as it has done since 1950.

All data in the report are based on 4-week periods (28 days) to facilitate comparisons.

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Based on data collected for the Florida Citrus Commission by the Market Research Corporation of America

June 1962

CONSUMER PURCHASES OF CITRUS AND OTHER JUICES
APRIL 1962

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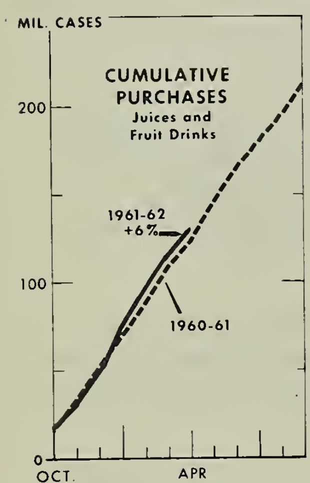
Marketing Economics Division
Economic Research Service

The data in this report represent estimated total purchases by household consumers in the 48 contiguous States. They do not include purchases by hotels, restaurants, hospitals, or other institutional outlets. Data are for 4-week periods (28 days) to facilitate comparisons.

HIGHLIGHTS



Consumers bought more juices and canned fruit drinks, but spent less for them in April 1962 than in April 1961. Purchases were up 5 percent -- 1 million cases on a single-strength basis. Retail prices were lower and expenditures were down 6 percent -- $4.1 million.

The gain in movement reflected a sharp increase in use of frozen concentrated orange juice, which accounted for 39 percent of the market compared with 35 percent a year earlier. Purchases of competing products totaled the same: canned orange juice, pineapple juice, and canned orange drink were up substantially, and prune juice, miscellaneous fruit drinks, and chilled orange juice moderately; offsetting losses were made by canned grapefruit juice, tomato juice, pineapple-grapefruit drink, miscellaneous frozen concentrates, and miscellaneous single-strength juices.

April prices of almost all juices and drinks were down from both the preceding month and a year earlier. Declines from April 1961 were heaviest for frozen orange concentrate (23 percent), and canned orange juice (13 percent).

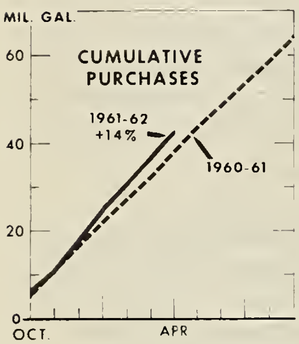
Consumer expenditures for frozen orange concentrate were off $3 million from the preceding April and losses up to $0.6 million were reported for chilled orange juice, grapefruit juice, tomato juice, pineapple-grapefruit drink, miscellaneous frozen concentrates, and miscellaneous single-strength juices. On the other hand, greater amounts were spent for canned orange juice, pineapple juice, prune juice, canned orange drink, and miscellaneous canned fruit drinks.

Cumulative purchases and expenditures for the season, October 1961-April 1962, held above the same period of 1960-61. Movement was up 6 percent (7.7 million cases) as shown by the chart at the left; expenditures were up 2 percent ($9.8 million). Only canned orange juice, pineapple-grapefruit drink, miscellaneous frozen concentrates, and miscellaneous single-strength juices failed to gain over 1960-61.

The Nation's indicated orange crop is larger than in 1960-61, and utilization of the fruit for both fresh use and processing is well ahead of April a year earlier. The grapefruit crop is about the same, but shipments to the fresh market, and processing were a little ahead of 1960-61.

FROZEN CONCENTRATED AND CHILLED JUICES

CONSUMERS BUY MORE FROZEN ORANGE CONCENTRATE FOR LESS



The retail price of frozen concentrated orange juice dropped to a low level in April 1962. Consumers bought a near-record quantity of the juice for an amount below that spent in 16 of the last 19 months. 1/ April prices were down to a 4-year low of 16.4 cents per 6-ounce can. That represented a decline of 1 cent from March; 2.6 cents from January; and 5 cents -- 23 percent -- from a year earlier.

Consumption increased 15 percent (820,000 gallons) over the comparatively heavy April 1961 volume, and 34 percent over the 1955-59 April average. In spite of lower prices, however, movement was down moderately from preceding months. Preliminary May data indicate a further decline, with prices holding steady.

Use of competing products held about the same as a year earlier. As a result, the frozen orange concentrate share of the household market for juices and canned fruit drinks was up more than 3 points to 38.6 percent.

Notwithstanding the heavy purchase volume, consumers spent only $22.3 million for the concentrate in April, compared with $24.5 million in the preceding month and $25.3 million a year earlier. Except for November 1960, and July and August 1961, April expenditures were the lowest for the last year and a half.

Cumulative expenditures for the season, October-April were 5 percent above the same period in 1960-61. Purchases increased 14 percent -- 5.4 million gallons -- as shown by the chart at the left. On the average, these 7 months account for 59 percent of annual movement. Production of orange concentrate is well ahead of 1960-61, the previous record year.

The gain in retail movement over April 1961 was largely accounted for by an increase in consumption to 8.2 cans from 7.5 cans among families that already were using the product. The proportion of families buying was up 1 per-

1/ Monthly and cumulative data on purchases and expenditures are for 28-day periods to facilitate comparisons. Cases are the equivalent of 24 No. 2 cans... 432 ounces per case, except 480 ounces for canned grapefruit sections. Expenditures are based on prices paid for usual size of can as shown in Table 15.

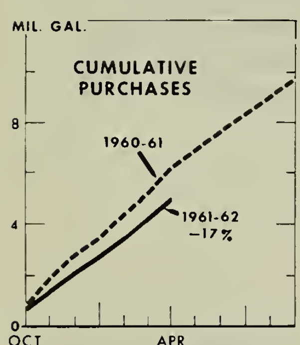
centage point to 30.6 percent; that is, the number of non-users -- 38 million families -- held about the same as a year earlier. (See page 12.)

Prices paid for frozen orange concentrate dropped several cents in a short period in 1962 as in 1954, 1957, and 1960. In each of these years, the size of purchase and the proportion of buyers rose sharply. Consumption rates, however, have never long held above 31 6-ounce servings (7.7 cans) per buying family per month. Nor has the proportion of buyers held above the 30-percent mark. Thus, price reductions have served in the past only as a temporary palliative in increasing the movement of frozen orange concentrate.

Promotional efforts for frozen orange concentrate through newspapers, magazines, and TV have centered in the Northeast and in the largest U. S. cities, where density of population is greatest. The purchase pattern is similar -- strong in the Northeast (where about a fourth of the families live) and strong in large cities (where a third live), but comparatively light in other areas. 2/

The purchase pattern also indicates high income families (25 percent of all families) are far better buyers of frozen orange concentrate than lower income families (the remaining 75 percent). On the other hand, lower income families buy single-strength juices and canned fruit drinks at relatively high rates.

MISCELLANEOUS CONCENTRATES OFF



In contrast to frozen orange concentrate, use of all other frozen concentrates remained slow in April. This group of products includes grape, grapefruit, lime, and pineapple juices, and blends, some of which contain citrus.

Retail prices averaged 18.3 cents per 6-ounce can, 2 cents more than frozen orange. Movement was off 9 percent from a year earlier, and cumulative purchases for the season dropped still further behind 1960-61. Consumer expenditures were also down substantially.

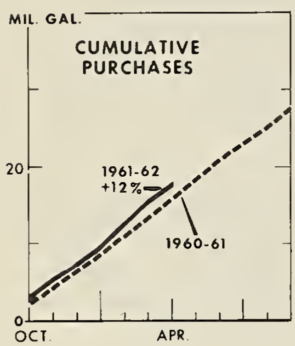
TOTAL FROZEN CONCENTRATES GAIN IN MARKET

In total, consumers bought 12 percent more frozen concentrated juices in April than a year earlier in spite of the decrease in consumption of the miscellaneous products. Cumulative purchases for the season were also up 12 percent.

2/ Consumer Purchases of Selected Fruits and Juices by Family Characteristics, April-September 1960.

In comparison, use of chilled orange juice and canned fruit drinks increased only slightly over April of the previous year, and use of canned single-strength juices held the same. As a result, the share of market for frozen concentrates was up 2.5 percentage points to 43.1 percent.

USE OF CHILLED ORANGE JUICE SLOWS



Prices paid for chilled orange juice were down 1 cent from March to a 2-year low of 37.8 cents per quart. Nevertheless, for the first time in the 1961-62 season, purchases failed to gain significantly over a year earlier. Consumption also held at the October level, instead of making the October-April gains of earlier years.

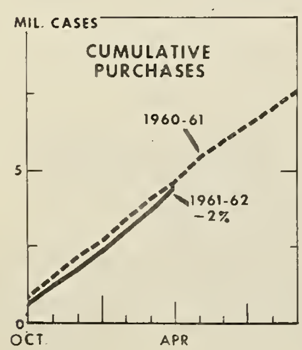
The cost per 6-ounce serving at 7.1 cents was down 0.5 cent from April 1961. In comparison, the cost of frozen orange concentrate was off 1.3 cents to 4.1 cents per serving.

A greater than usual number of families bought chilled orange juice in April. That gain, however, was about offset by a decrease in the size of purchase.

Cumulative purchases of chilled orange through April were 12 percent -- 2 million gallons -- ahead of the same period of 1960-61, reflecting heavy use October through February. Prices have averaged about the same, and the amount spent for the juice was also up 12 percent. (See page 13.)

CANNED SINGLE-STRENGTH JUICES AND FRUIT

CANNED ORANGE JUICE UP



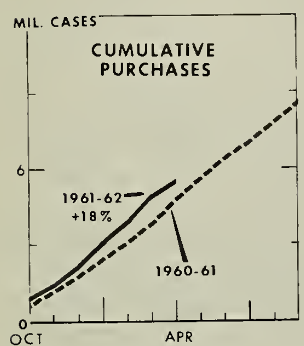
The downtrend in price and the upturn in purchases of canned orange juice continued in April.

The purchase volume was up 23 percent (136,000 cases) from the near-record low of April 1961. This was a continuation of relatively heavy movement begun in January, when prices dropped to 40.5 cents from 43.1 cents per 46-ounce can. Nevertheless, cumulative purchases for the season through April remained slightly behind 1960-61, the record low year in this 13-year series.

CANNED ORANGE JUICE -- Continued

April prices averaged 37.5 cents per 46-ounce can, down 5.7 cents from a year earlier. The size of purchase increased substantially over a year earlier. The number of users, while up a little, remained well below levels that prevailed in 1960 and earlier years. (See page 14.)

UPTREND OF GRAPEFRUIT JUICE HALTED

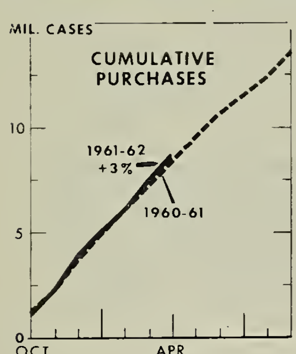


April saw an end to an upturn in consumption of canned grapefruit juice that had prevailed for more than a year. Purchases were off sharply from March in contrast to heavy March-April gains in earlier years, and were down 15 percent (130,000 cases) in comparison with April 1961.

Retail prices declined 0.4 cent from both March and a year earlier to 27.5 cents per 46-ounce can. The decline was small in comparison with many competing products.

Only 5.4 percent of families bought the juice, compared with 6.3 percent in April 1961. The size of purchase was also smaller. (See page 15.)

PINEAPPLE JUICE REGISTERS GAIN



Household consumption of pineapple juice increased 13 percent (150,000 cases) over the same month of 1961. That represented the heaviest April volume in recent years. Concurrently, retail prices were down 0.6 cent from March to a 5-year low of 27.4 cents per 46-ounce can.

Consumption averaged 2.1 cans among the 10 percent of families that bought the product. Both components of total purchases were moderately higher than year-earlier levels.

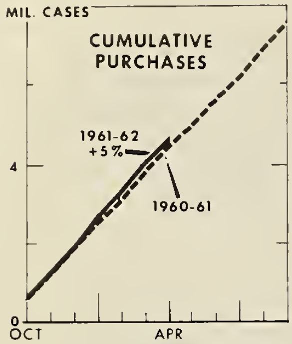
Cumulative purchases and expenditures for the season were up about 3 percent from the same period of 1960-61. (See page 16.)

PRICES AND PURCHASES OF PRUNE JUICE UP

In contrast to lower prices paid for other products, prune juice was up in April from both March and a year earlier to 44.2 cents per quart. That price equaled the previous high recorded in May 1959.

The proportion of families buying, nevertheless, was

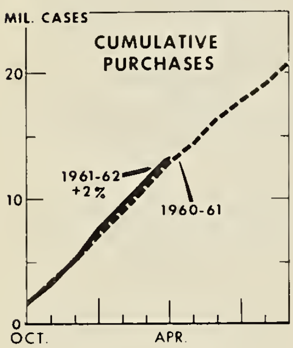
PRUNE JUICE -- Continued



greater than a year earlier, as it has been for several months. Consequently, retail movement of the juice continued to hold moderately above levels that have prevailed in recent years.

The season's purchase through April rose 5 percent (250,000 cases) over 1960-61 to reach the highest level for the 7-month period since 1956-57. (See page 17.)

TOMATO JUICE OFF MODERATELY

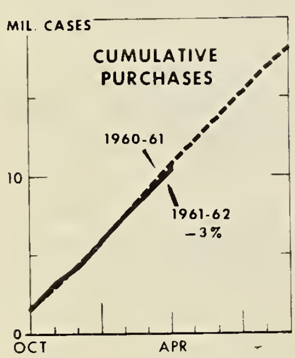


Relatively few families bought tomato juice in April, and consumption dipped moderately below the April 1961 volume.

Purchases of this juice have held close to 1955-59 averages in contrast to the gains made by frozen orange concentrate and to the losses in use of canned orange and grapefruit juices.

An average 46-ounce can of tomato juice cost 28.2 cents in April, 1.2 cents more than in March when prices were at a 2-year low. Consumer expenditures in April, as well as the total amount for the season, were moderately behind year-earlier levels. (See page 18.)

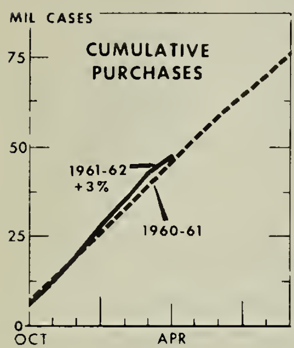
MISCELLANEOUS JUICES ALSO DOWN



The proportion of families that bought miscellaneous canned juices in April, was smaller than a year earlier. As a result, household consumption was off 10 percent. This group of products includes such juices as apple, grape, tangerine, and the various blends, some of which contain citrus.

On the average, a 46-ounce can of these products cost consumers 36.1 cents, 0.5 cent less than a year earlier. This represented a cost of 4.7 cents per 6-ounce serving. Only canned and chilled orange juices and prune juice were more expensive. (See page 22.)

CANNED JUICES LOSE IN MARKET SHARE

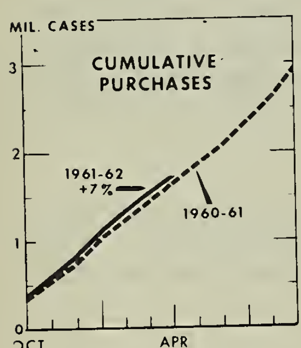


Gains over April 1961 in purchases of orange, pineapple, and prune juices were offset by losses in use of grapefruit, tomato, and miscellaneous juices, and household consumption held at 6.7 million cases. Use of other types of products, increased, however, and as a result, the canned juice share of the household market was down 2 percentage points to 34 percent.

Somewhat fewer families bought canned juices than a year earlier. But that loss was offset by heavier purchases of those who continued to buy.

Household use of canned juices for the season through April was up 3 percent (1.2 million cases) over the same period of 1960-61. Consumer expenditures rose only $0.7 million in comparison with sizeable gains for other products. (See page 23.)

GRAPEFRUIT SECTIONS OFF SHARPLY FROM MARCH



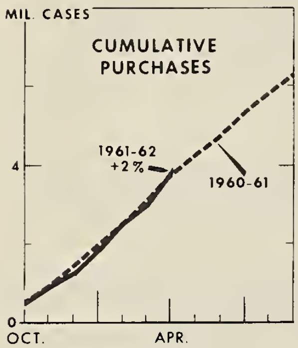
April consumption of canned grapefruit sections was off rather sharply from March and movement dropped to the level of a year earlier. In most months of the season, however, purchases were above 1960-61, and the cumulative total through April was 7 percent -- 110,000 cases -- ahead of that year.

Indicated production of grapefruit in the Nation is about the same as in 1960-61. Shipments to the fresh fruit market are a little ahead of year-earlier movement.

About 3.5 percent of the Nation's families bought grapefruit sections in April, a slightly smaller proportion than usual. The average size of purchase also was smaller.

On the average, 20.4 cents was paid for a No. 303 can of grapefruit sections, 0.7 cent less than in April 1961. This was a continuation of the low price level in the current season -- 20.1 cents vs 21.3 cents in 1960-61. Consumers were thus able to buy a greater quantity for the same amount spent in 1960-61. (See page 21.)

ORANGE DRINK REACHES NEW HIGH

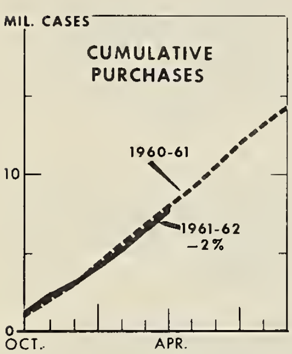


Household consumption of canned orange drink advanced to a new high in April. Use was up 17 percent or 100,000 cases in comparison with a year earlier and 34 percent in comparison with the 1955-59 April average. And, for the first time in the 1961-62 season, cumulative movement for the season forged ahead of 1960-61.

The proportion of families buying jumped to 4.7 percent, almost the largest reported in this 9-year series. The average size of purchase also was on the heavy side.

Prices paid in April averaged 31.2 cents per 46-ounce can, 2 cents less than the peak price of a year earlier. Consumer expenditures in April and total expenditures for the season were both ahead of 1960-61. (See page 19.)

PINEAPPLE-GRAPEFRUIT DRINK DOWN IN VOLUME AND PRICE



Household consumption of pineapple-grapefruit drink was off 6 percent -- 73,000 cases -- from a year earlier in contrast to the gains made by many competing products. Use of this product has been on the slow side beginning with December, and movement is a little behind 1960-61, as indicated by the chart at the left.

Pineapple-grapefruit drink at 27 cents per 46-ounce can was the least expensive product reported in April. This price represented only a slight advance over the record low set in the preceding month.

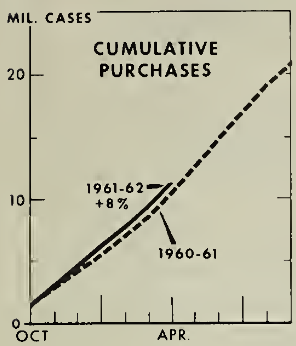
Only 7.5 percent of families bought the product in April, compared with 8.5 percent a year earlier. Except for the late months of the year, when use is off seasonally, the proportion of families buying was the smallest since mid-1958. (See page 20.)

MISCELLANEOUS FRUIT DRINKS RISE MODERATELY

The uptrend in buyers and consumption of miscellaneous canned fruit drinks continued in April. This group of products includes noncarbonated fruit drinks (except orange), ades, punches, and blends, including citrus blends other than pineapple-grapefruit drink.

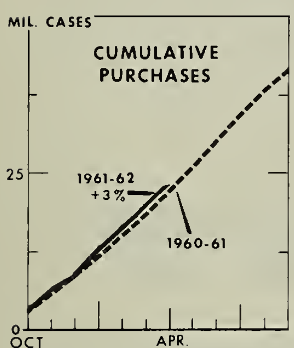
The purchase volume was up 4 percent, and the proportion of buying families, 1 percentage point. In contrast to

MISCELLANEOUS FRUIT DRINKS -- Continued



the general decline, prices were also up a little from a year earlier to 34.5 cents per 46-ounce can. At this price, the cost per serving -- 4.7 cents -- was above that of most competing products. (See page 22.)

TOTAL CANNED FRUIT DRINKS UP

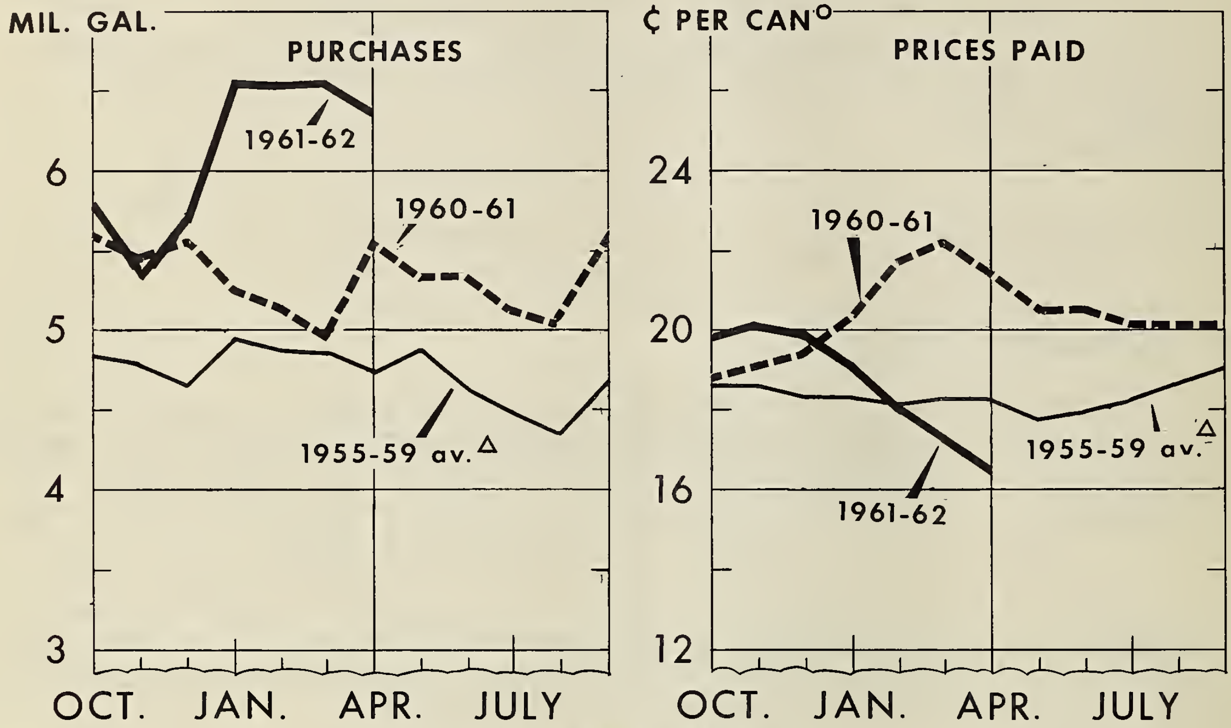


In spite of the decrease in use of the pineapple-grapefruit drink, the principal product, total consumption of canned fruit drinks increased moderately over April 1961. The gain reflected a greater number of users which more than offset a decline in the size of purchase.

Movement for the season was 3 percent (740,000 cases) greater than in the same period of 1960-61, as indicated by the chart in the margin. Prices averaged about the same as in 1960-61. (See page 23.)

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



○ 6 OUNCE   △ CROP YRS. BEGINNING OCT.

U.S. DEPARTMENT OF AGRICULTURE   Figure 1   ECONOMIC RESEARCH SERVICE

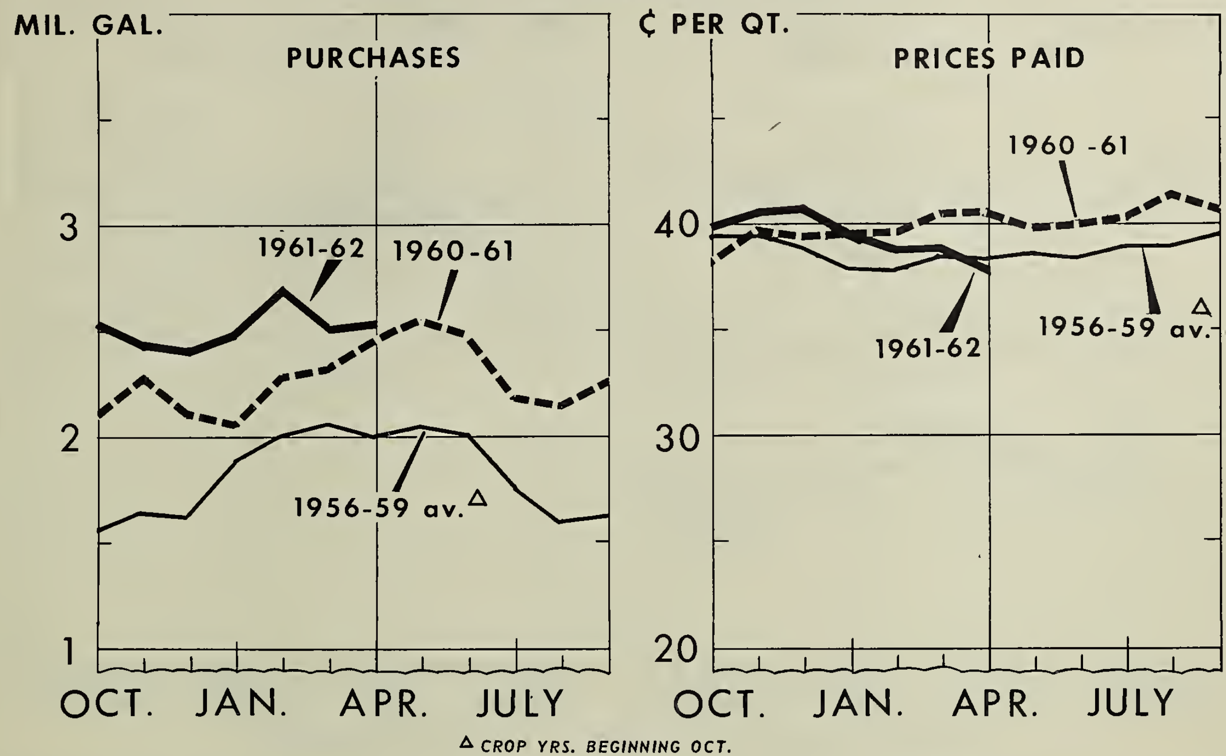
Table 1.--FROZEN CONCENTRATED ORANGE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 6-ounce can		
	1961-1962	1960-1961	Average 1955-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1955-59
	1,000 gals.	1,000 gals.	1,000 gals.	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	5,784	5,616	4,837	29.8	29.1	46	46	19.9	18.8	18.7
Nov.	5,342	5,458	4,773	28.2	30.1	45	46	20.2	19.1	18.7
Dec.	5,728	5,552	4,656	29.8	30.1	46	45	19.9	19.4	18.3
Oct.-Dec.	16,854	16,626	14,266							
Jan.	6,584	5,257	4,942	31.3	30.2	50	41	19.0	20.3	18.3
Feb.	6,582	5,149	4,896	31.5	28.5	50	43	18.0	21.7	18.2
Mar.	6,587	4,966	4,868	31.1	28.1	50	43	17.4	22.1	18.3
Jan.-Mar.	19,753	15,372	14,706							
Apr.	6,363	5,547	4,751	30.6	29.5	49	45	16.4	21.4	18.3
May		5,325	4,894		29.2		45		20.5	17.8
Jun.		5,308	4,626		28.9		44		20.5	18.0
Apr.-Jun.		16,180	14,271							
Jul.		5,079	4,477		27.5		44		20.1	18.3
Aug.		5,006	4,352		27.2		44		20.1	18.7
Sep.		5,560	4,685		29.0		46		20.1	19.0
Jul.-Sep.		15,645	13,514							
Season		63,823	56,757						20.3	18.4

1/ Data are for 4-week (28-day) periods to facilitate comparisons.

CHILLED ORANGE JUICE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE — Figure 2 — ECONOMIC RESEARCH SERVICE

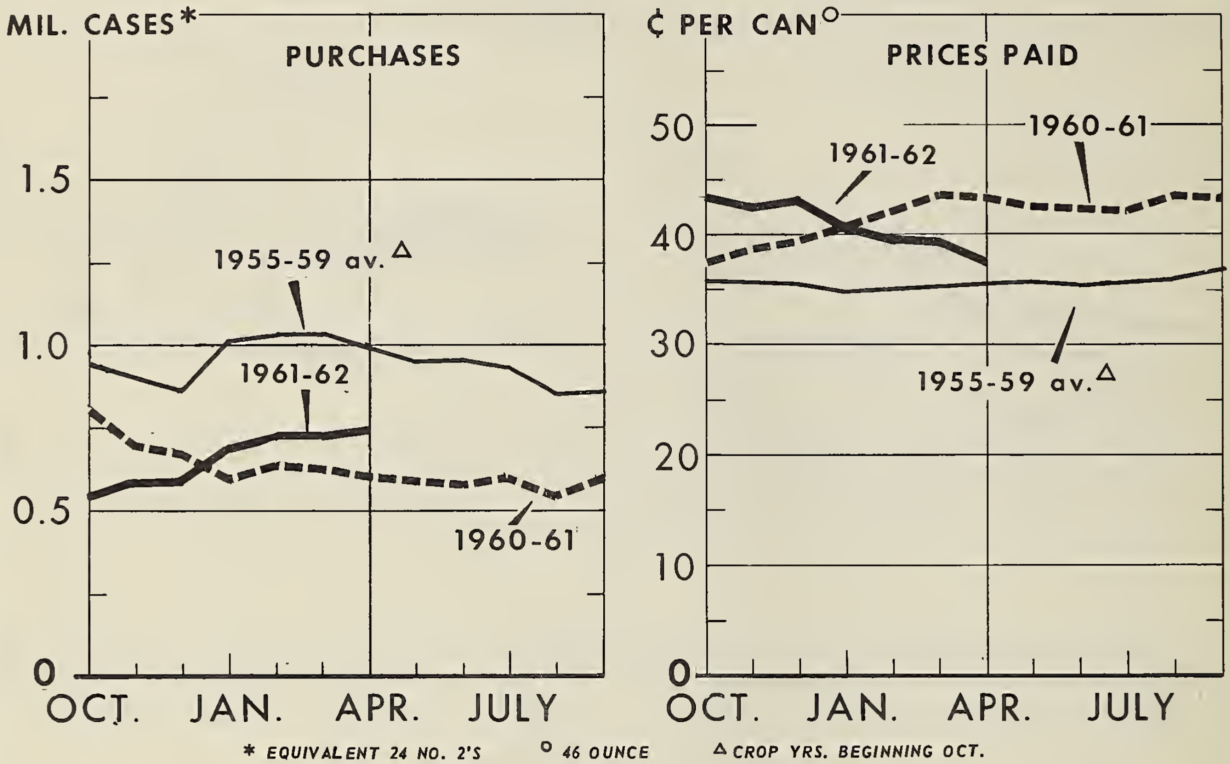
Table 2.--CHILLED ORANGE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per quart		
	1961-1962	1960-1961	Average 1956-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1956-59
	1,000 gals.	1,000 gals.	1,000 gals.	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	2,521	2,112	1,565	5.0	4.7	119	109	39.9	38.2	39.5
Nov.	2,448	2,282	1,662	5.1	4.9	114	110	40.8	39.7	39.6
Dec.	2,410	2,122	1,651	5.1	4.6	111	112	40.9	39.4	38.9
Oct.-Dec.	7,379	6,516	4,878							
Jan.	2,489	2,070	1,899	5.7	4.7	104	104	39.4	39.6	38.0
Feb.	2,713	2,288	2,022	6.0	5.0	106	108	38.6	39.6	37.9
Mar.	2,511	2,332	2,071	5.6	4.9	107	116	38.8	40.6	38.6
Jan.-Mar.	7,713	6,690	5,992							
Apr.	2,532	2,475	2,012	5.8	5.4	103	110	37.8	40.6	38.5
May		2,553	2,060		5.4		114		39.9	38.7
Jun.		2,485	2,010		5.3		112		40.0	38.5
Apr.-Jun.		7,513	6,082							
Jul.		2,198	1,778		5.0		106		40.5	39.1
Aug.		2,166	1,626		4.8		108		41.5	39.1
Sep.		2,279	1,643		4.9		112		40.9	39.6
Jul.-Sep.		6,643	5,047							
Season		27,362	21,999						40.1	38.8

1/ Data are for 4-week (28-day) periods to facilitate comparisons.

SINGLE-STRENGTH ORANGE JUICE

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE — Figure 3 — ECONOMIC RESEARCH SERVICE

Table 3.--SINGLE-STRENGTH ORANGE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1961-1962	1960-1961	Average 1955-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1955-59
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	559	811	954	5.1	7.3	88	92	43.6	37.5	35.7
Nov.	574	714	908	5.3	6.5	88	88	42.4	38.8	35.7
Dec.	579	667	874	5.2	6.2	89	90	43.1	39.2	35.7
Oct.-Dec.	1,712	2,192	2,736							
Jan.	690	607	1,023	6.3	5.8	87	86	40.5	40.8	34.8
Feb.	719	645	1,043	6.2	5.9	92	89	39.7	42.0	35.1
Mar.	718	621	1,050	5.9	5.8	97	87	39 2	43.5	35.2
Jan.-Mar.	2,127	1,873	3,116							
Apr.	736	600	996	5.8	5.6	101	86	37.5	43.2	35.6
May		593	953		5.4		90		42.5	35.7
Jun.		572	962		5.2		89		42.3	35.4
Apr.-Jun.		1,765	2,911							
Jul.		596	935		5.5		88		42.1	35.8
Aug.		550	858		5.1		86		43.7	36.0
Sep.		605	863		5.3		92		43.1	36.8
Jul.-Sep.		1,751	2,656							
Season		7,581	11,419						41.4	35.6

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

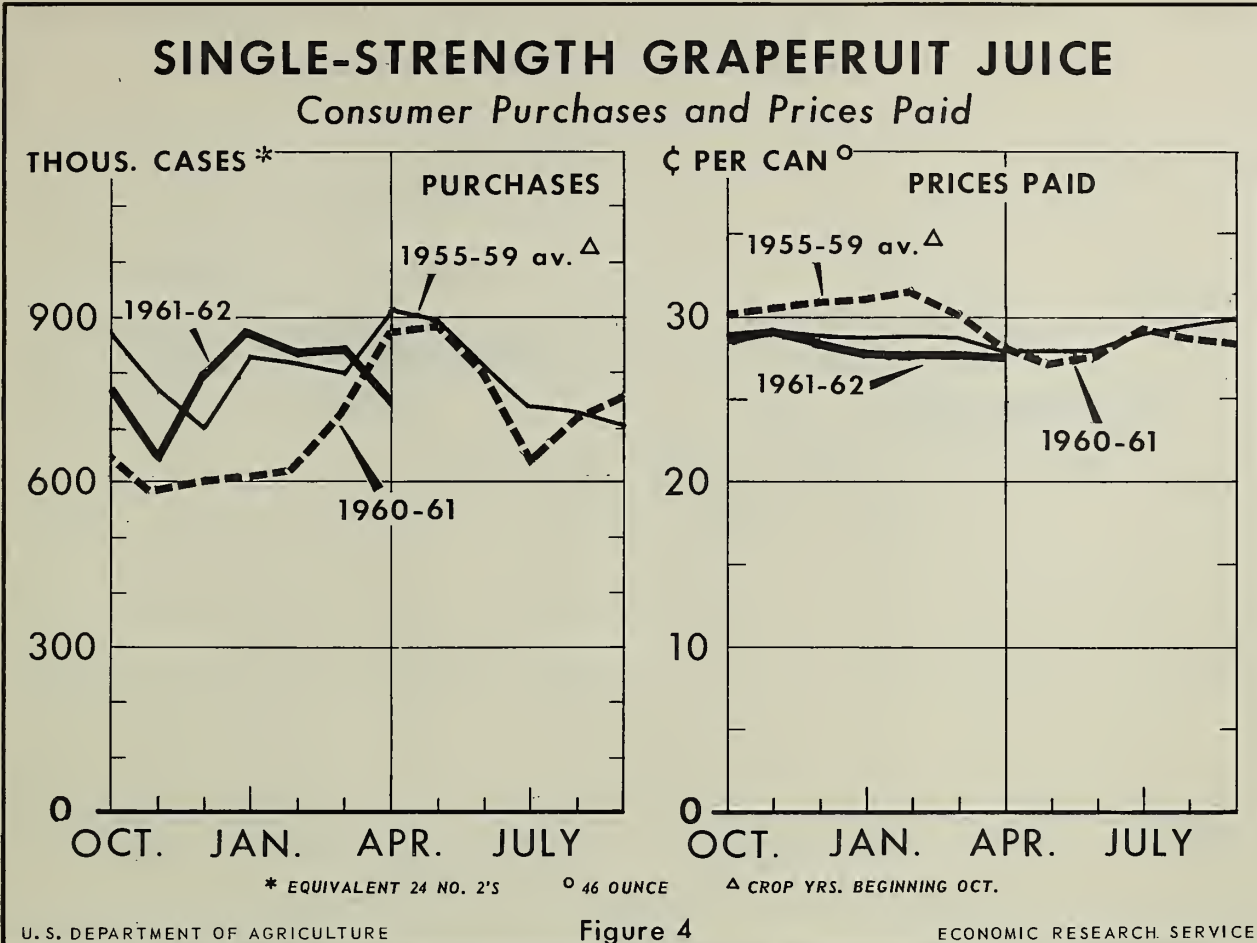


Figure 4

Table 4.--SINGLE-STRENGTH GRAPEFRUIT JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1961-1962	1960-1961	Average 1955-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1955-59
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	774	648	871	5.7	5.5	108	97	28.7	30.1	28.9
Nov.	647	583	771	5.1	5.0	101	94	29.2	30.5	29.4
Dec.	796	606	704	5.7	5.0	113	102	28.4	31.0	28.9
Oct.-Dec.	2,217	1,837	2,346							
Jan.	876	614	830	6.3	5.4	110	89	27.8	31.1	28.7
Feb.	823	619	819	5.9	5.2	111	96	27.8	31.6	28.8
Mar.	841	736	804	5.9	5.4	114	112	27.9	30.2	28.7
Jan.-Mar.	2,540	1,969	2,453							
Apr.	740	871	911	5.4	6.3	109	112	27.5	27.9	28.1
May		881	898		6.3		113		27.0	28.0
Jun.		800	818		5.9		110		27.5	28.2
Apr.-Jun.		2,552	2,627							
Jul.		636	740		4.9		104		29.3	29.2
Aug.		721	730		5.4		109		28.3	29.5
Sep.		753	706		5.7		108		28.5	30.0
Jul.-Sep.		2,110	2,170							
Season		8,468	9,602						29.2	28.8

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

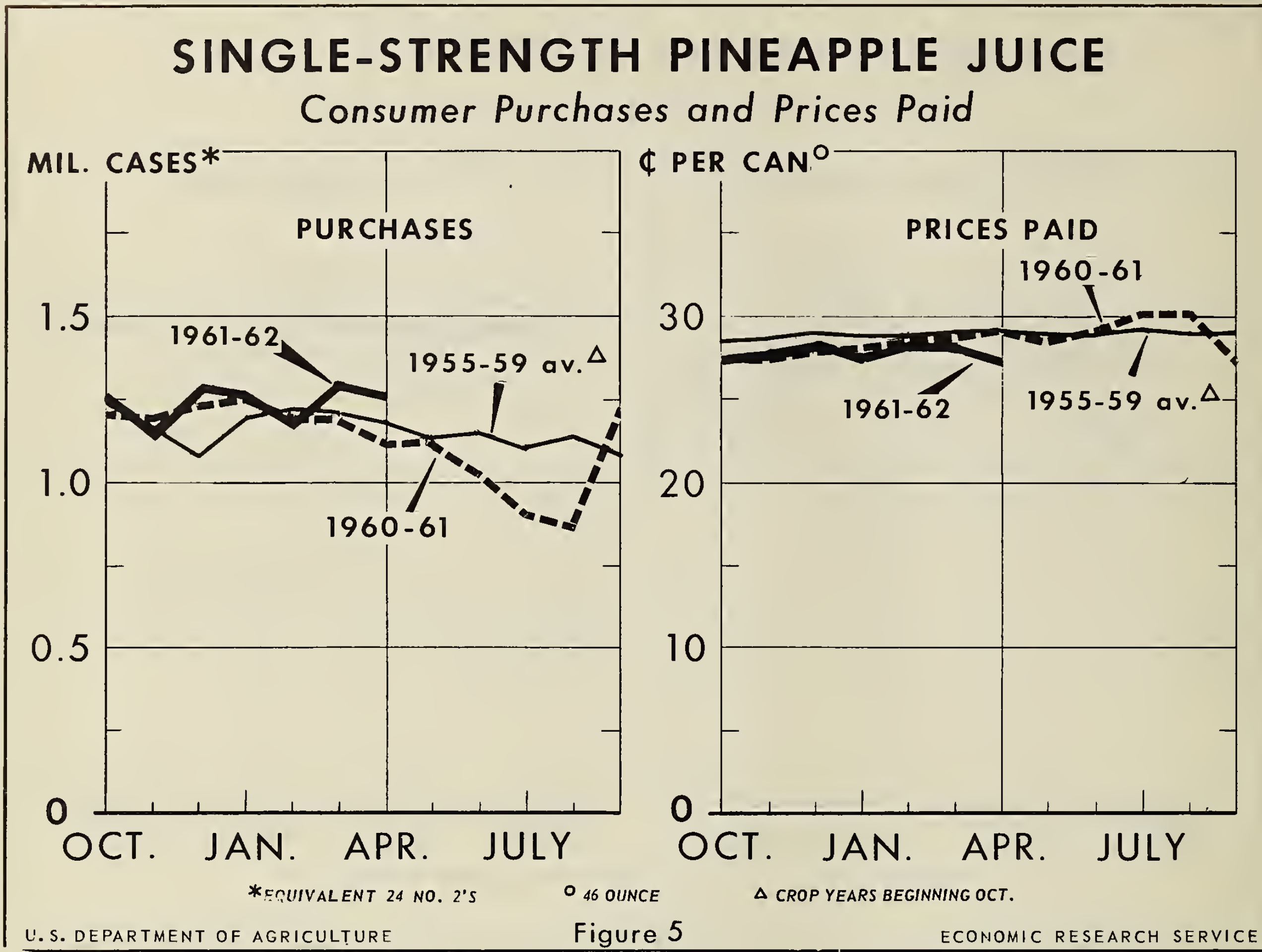


Figure 5

Table 5.--PINEAPPLE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1961-1962	1960-1961	Average 1955-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1955-59
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,251	1,214	1,245	9.0	9.6	111	102	27.6	27.6	28.9
Nov.	1,158	1,208	1,168	9.5	9.3	98	103	27.9	27.7	29.0
Dec.	1,275	1,232	1,087	10.1	9.6	101	106	28.3	28.0	29.4
Oct.-Dec.	3,684	3,654	3,500							
Jan.	1,262	1,255	1,205	10.1	10.7	100	99	27.7	28.3	29.2
Feb.	1,182	1,204	1,236	10.2	10.1	92	95	28.4	28.7	29.2
Mar.	1,301	1,188	1,218	10.2	10.0	102	97	28.0	29.0	29.3
Jan.-Mar.	3,745	3,647	3,659							
Apr.	1,257	1,112	1,182	10.1	9.8	98	92	27.4	29.2	29.4
May		1,146	1,146		9.1		102		28.7	29.3
Jun.		1,036	1,158		9.0		93		29.2	29.2
Apr.-Jun.		3,294	3,486							
Jul.		911	1,109		8.1		91		30.1	29.5
Aug.		891	1,149		7.7		93		30.1	29.3
Sep.		1,222	1,095		9.6		103		27.8	29.3
Jul.-Sep.		3,024	3,353							
Season		13,619	13,998						28.6	29.2

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

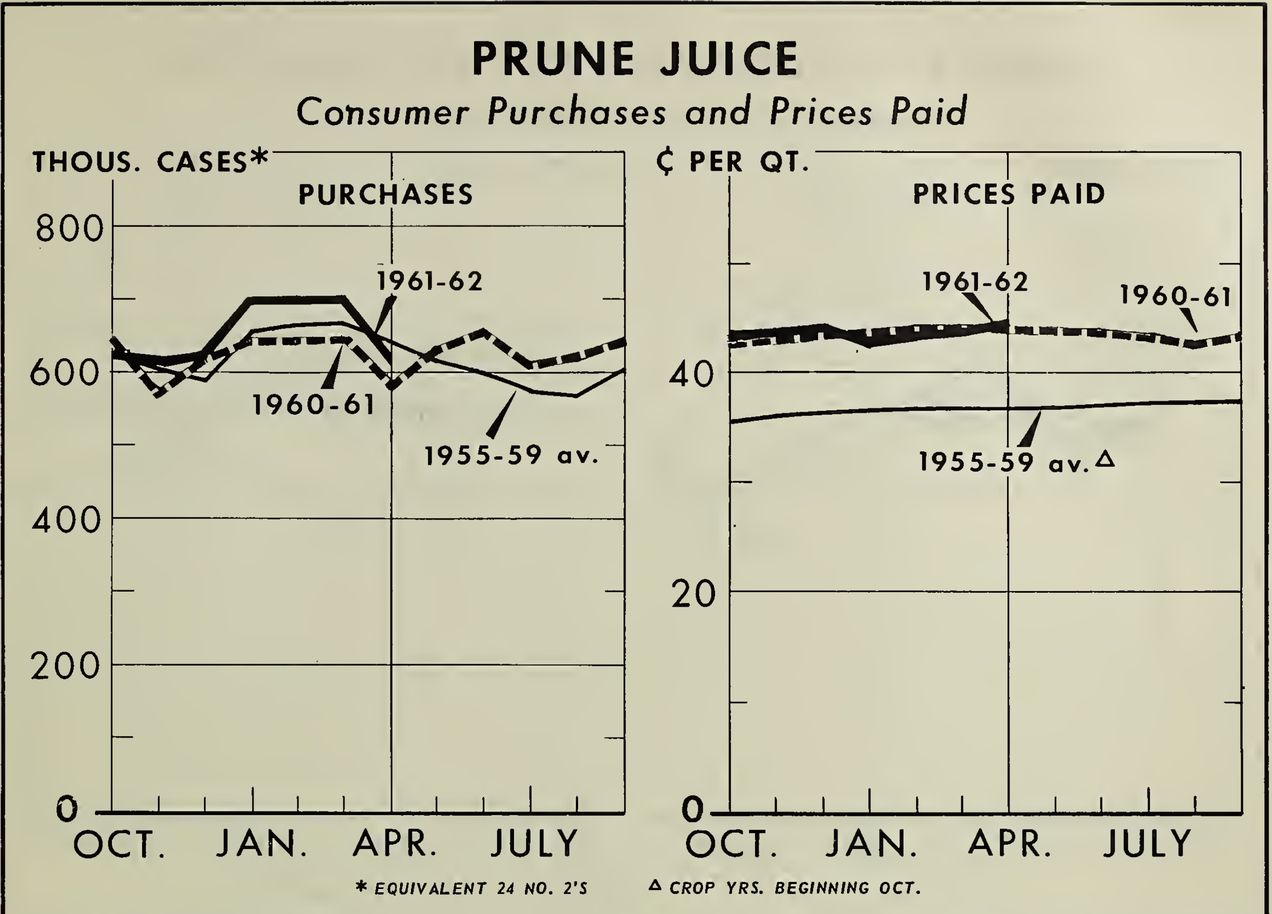
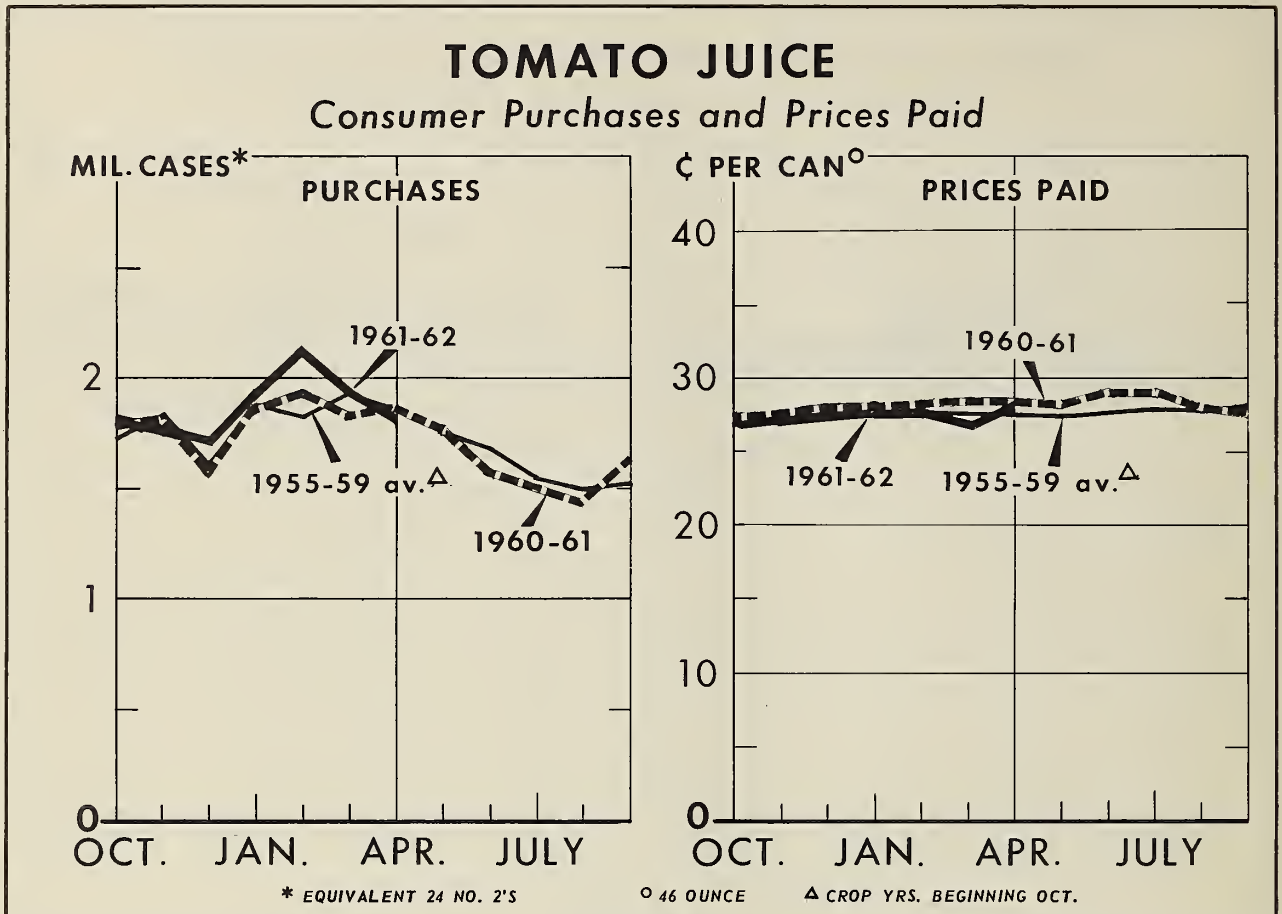


Figure 6

Table 6.--PRUNE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per quart		
	1961-1962	1960-1961	Average 1955-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1955-59
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	634	648	629	6.5	7.3	78	72	43.5	43.3	35.4
Nov.	611	570	605	6.3	6.4	78	72	43.8	43.2	36.1
Dec.	628	620	590	6.7	6.4	75	78	43.9	43.5	36.2
Oct.-Dec.	1,873	1,838	1,824							
Jan.	697	643	655	7.0	6.9	80	78	42.9	43.9	36.4
Feb.	699	643	666	7.6	6.9	73	74	43.6	44.1	36.7
Mar.	700	648	665	7.5	7.2	74	73	43.7	44.1	36.8
Jan.-Mar.	2,096	1,934	1,986							
Apr.	625	584	640	7.0	6.4	70	74	44.2	44.1	36.7
May		631	616		6.9		75		43.9	36.9
Jun.		657	602		7.2		74		43.7	36.9
Apr.-Jun.		1,872	1,858							
Jul.		611	574		6.6		75		43.6	37.1
Aug.		622	570		6.3		80		43.2	37.1
Sep.		648	607		6.9		76		43.7	37.1
Jul.-Sep.		1,881	1,751							
Season		7,525	7,419						43.7	36.5

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.



U.S. DEPARTMENT OF AGRICULTURE Figure 7 ECONOMIC RESEARCH SERVICE

Table 7.--TOMATO JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1961-1962	1960-1961	Average 1955-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1955-59
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,780	1,815	1,734	14.8	15.2	97	98	27.1	27.8	26.9
Nov.	1,766	1,829	1,835	15.4	15.9	92	89	27.3	27.9	27.2
Dec.	1,744	1,580	1,604	15.3	14.7	92	90	28.0	28.5	27.8
Oct.-Dec.	5,290	5,224	5,173							
Jan.	1,926	1,871	1,877	16.7	16.8	92	88	28.3	28.4	27.9
Feb.	2,072	1,958	1,819	17.2	16.7	95	96	27.8	28.7	27.8
Mar.	1,930	1,854	1,916	16.5	16.6	94	91		28.6	27.5
Jan.-Mar.	5,928	5,683	5,612							
Apr.	1,797	1,855	1,853	15.4	16.5	92	91	28.2	28.7	27.4
May		1,771	1,750		15.5		93		28.4	27.3
Jun.		1,597	1,698		14.5		90		29.4	27.6
Apr.-Jun.		5,223	5,301							
Jul.		1,511	1,545		13.6		90		29.3	28.0
Aug.		1,463	1,487		12.9		92		28.4	27.8
Sep.		1,677	1,528		14.5		93		27.8	27.4
Jul.-Sep.		4,651	4,560							
Season		20,781	20,646						28.5	27.5

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

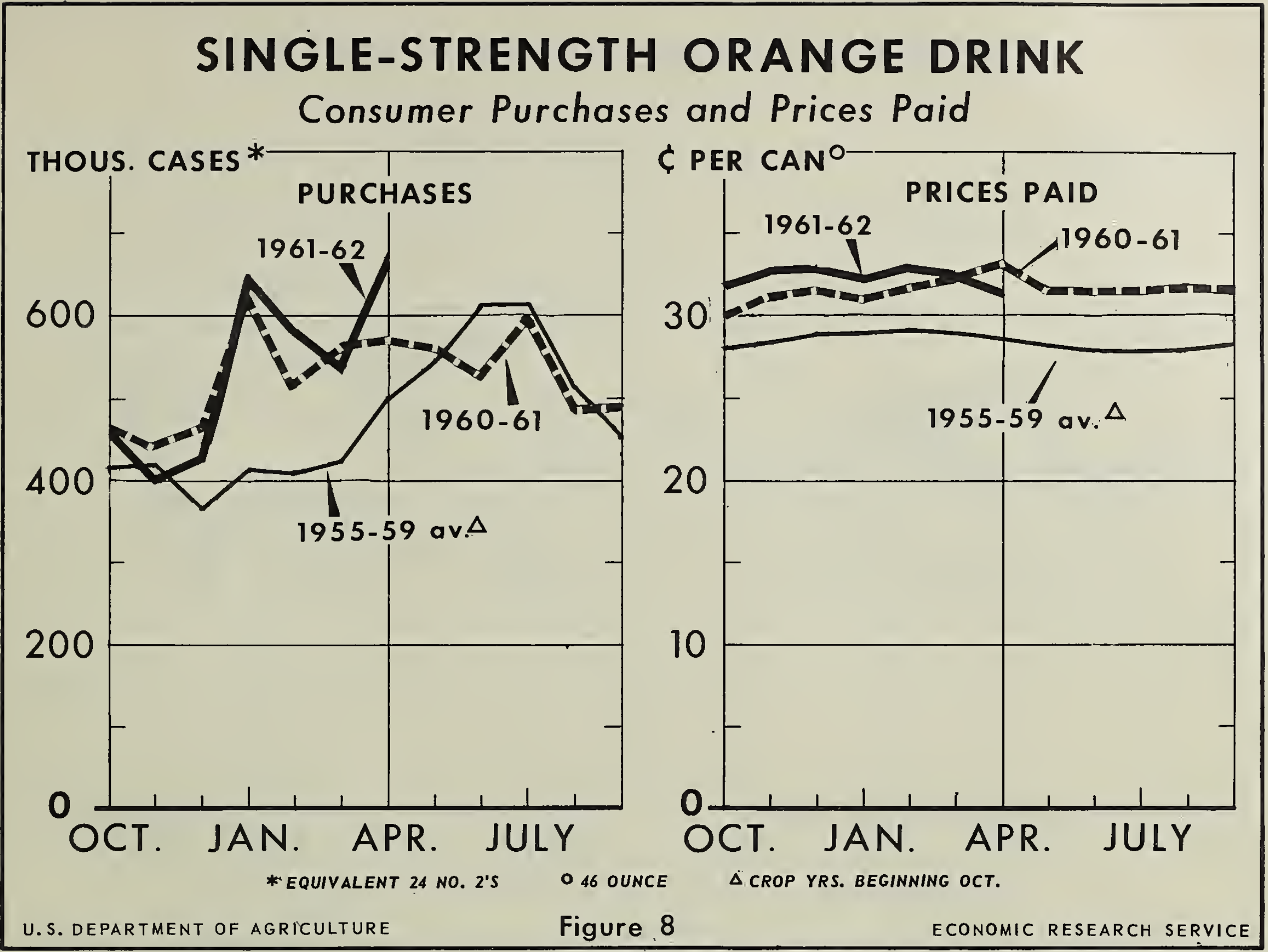


Figure 8

Table 8.--SINGLE-STRENGTH ORANGE DRINK: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1961-1962	1960-1961	Average 1955-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1955-59
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	458	469	414	3.3	3.3	110	117	32.0	30.0	28.3
Nov.	400	444	418	2.8	3.1	113	110	32.7	31.3	28.5
Dec.	423	466	367	3.0	3.3	113	113	32.8	31.6	29.0
Oct.-Dec.	1,281	1,379	1,199							
Jan.	656	628	416	4.5	4.5	115	111	32.3	31.0	29.0
Feb.	579	514	409	3.9	3.7	118	111	32.9	31.7	29.4
Mar.	534	561	422	3.7	4.0	116	114	32.4	32.2	29.0
Jan.-Mar.	1,769	1,703	1,247							
Apr.	670	574	501	4.7	4.0	114	117	31.2	33.2	28.6
May		564	542		4.2		109		31.5	28.4
Jun.		528	614		4.4		98		31.4	27.9
Apr.-Jun.		1,666	1,657							
Jul.		596	614		4.7		103		31.4	27.9
Aug.		488	561		4.1		95		31.9	27.9
Sep.		490	455		3.7		108		31.7	28.4
Jul.-Sep.		1,574	1,630							
Season		6,322	5,733						31.6	28.4

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

PINEAPPLE-GRAPEFRUIT DRINK

Consumer Purchases and Prices Paid

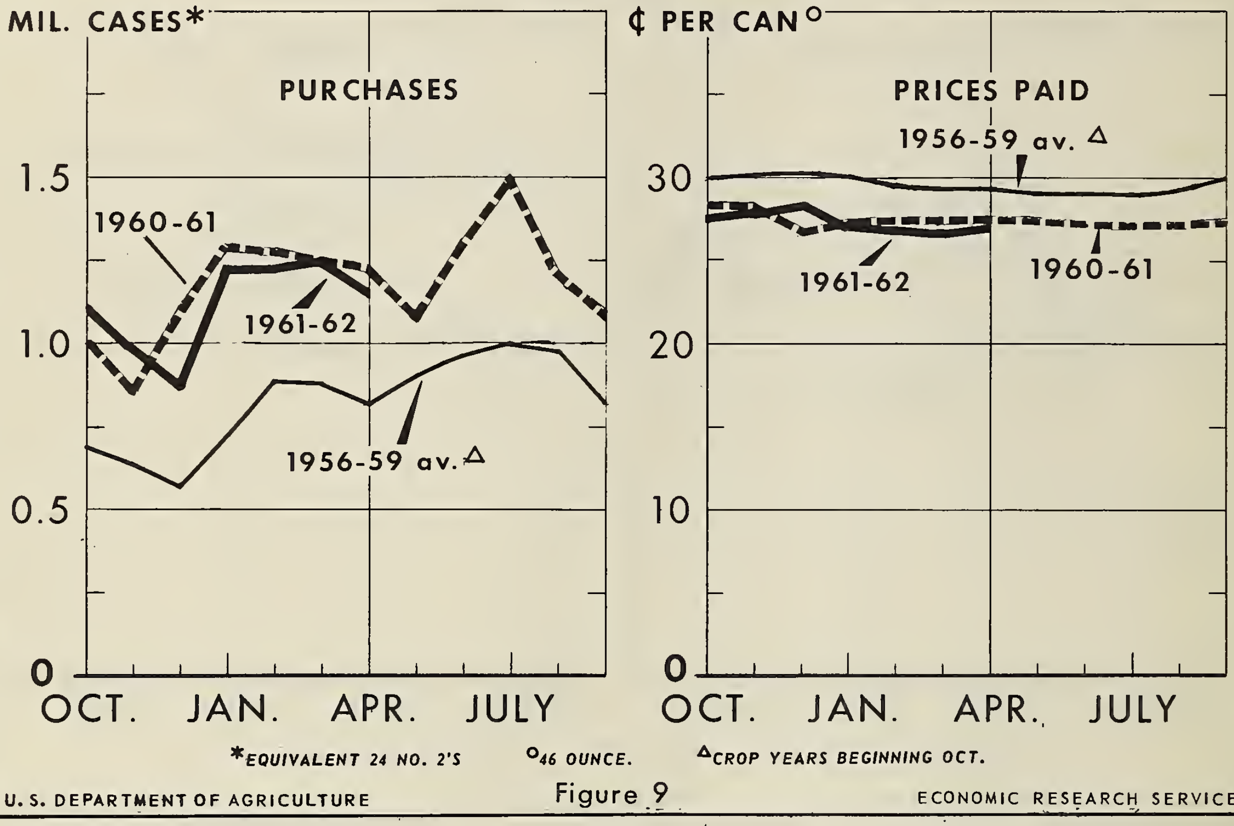


Figure 9

Table 9.--PINEAPPLE-GRAPEFRUIT DRINK: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1961-1962	1960-1961	Average 1956-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1956-59
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,156	1,012	682	7.9	7.2	117	118	27.5	28.5	30.0
Nov.	970	855	644	7.2	6.8	109	105	28.0	28.4	30.2
Dec.	875	1,115	567	6.3	7.6	112	123	28.3	26.8	30.4
Oct.-Dec.	3,001	2,982	1,893							
Jan.	1,233	1,302	725	7.8	8.9	126	124	27.2	27.4	30.1
Feb.	1,238	1,274	895	8.2	8.8	120	117	27.1	27.5	29.4
Mar.	1,255	1,254	885	7.7	8.3	129	123	26.8	27.7	29.3
Jan.-Mar.	3,726	3,830	2,505							
Apr.	1,153	1,226	825	7.5	8.5	122	118	27.0	27.7	29.5
May		1,067	913		7.5		116		27.6	29.0
Jun.		1,313	971		8.6		124		27.0	29.1
Apr.-Jun.		3,606	2,709							
Jul.		1,498	998		9.3		129		27.1	29.0
Aug.		1,199	979		7.9		122		27.0	29.2
Sep.		1,098	822		7.5		118		27.4	30.0
Jul.-Sep.		3,795	2,799							
Season		14,213	9,906						27.5	29.5

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

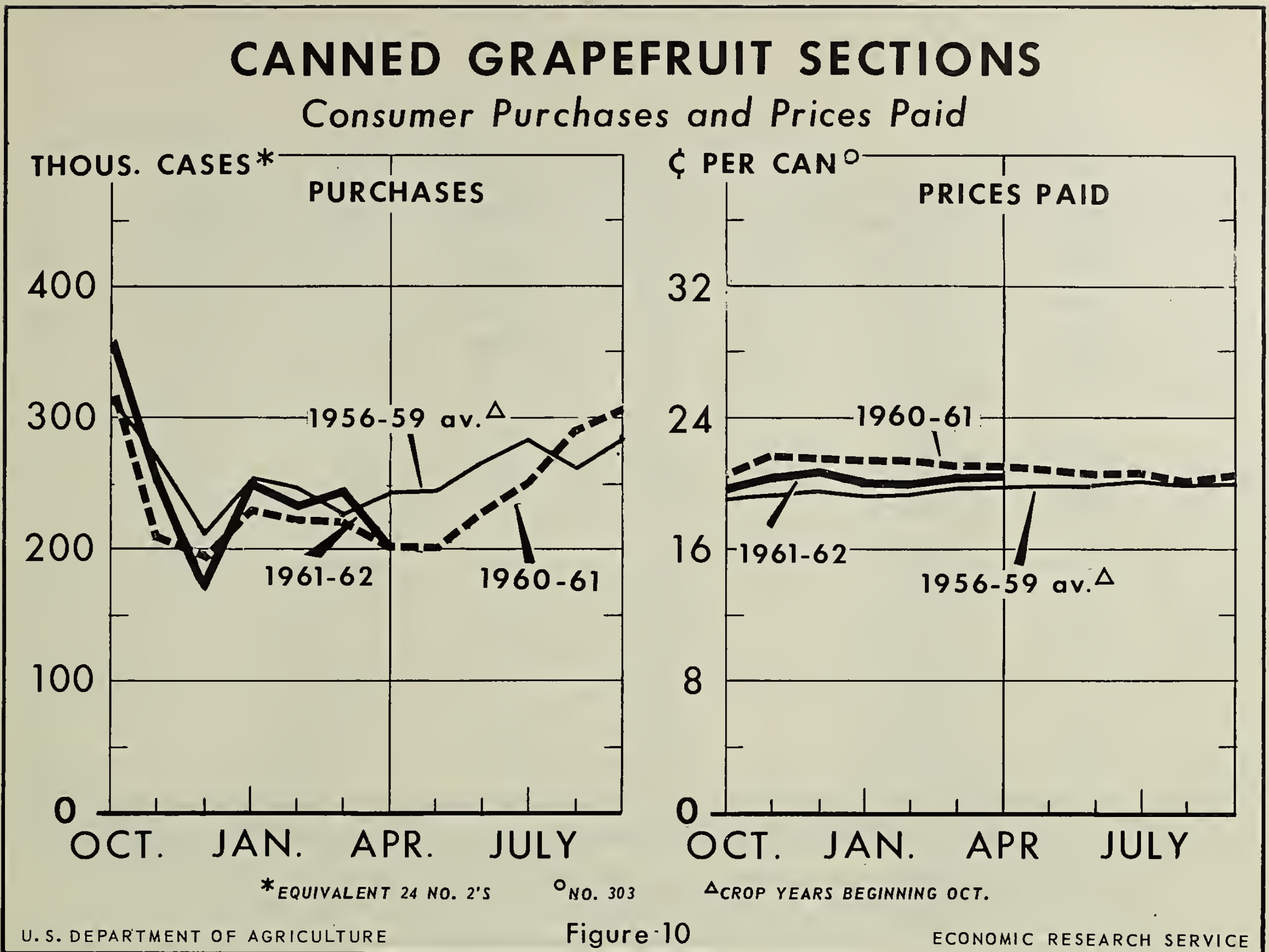


Figure 10

Table 10.--CANNED GRAPEFRUIT SECTIONS: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per No. 303 can		
	1961-1962	1960-1961	Average 1956-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1956-59
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	357	318	316	5.3	5.1	60	57	19.8	20.7	19.3
Nov.	251	212	274	3.7	3.7	61	51	20.2	21.7	19.4
Dec.	174	193	214	3.2	3.4	49	51	20.8	21.5	19.6
Oct.-Dec.	782	723	804							
Jan.	252	234	255	4.0	3.9	56	54	19.9	21.4	19.4
Feb.	237	226	248	3.7	3.9	56	52	20.0	21.4	19.4
Mar.	244	221	227	3.7	3.9	58	51	20.3	21.1	19.7
Jan.-Mar.	733	681	730							
Apr.	201	206	242	3.5	3.4	50	55	20.4	21.1	19.7
May		209	246		3.7		50		21.0	19.9
Jun.		228	266		4.0		51		20.6	20.0
Apr.-Jun.		643	754							
Jul.		252	283		4.0		56		20.7	20.1
Aug.		292	263		4.5		59		20.2	20.0
Sep.		310	284		4.5		61		20.4	20.0
Jul.-Sep.		854	830							
Season		2,901	3,118						20.9	19.7

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 480 ounces per case.

Table 11.--MISCELLANEOUS CANNED SINGLE-STRENGTH JUICES: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date 1/

Period 2/	Total purchases		Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can	
	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961
	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents
Oct.	1,542	1,458	17.3	18.0	72	67	36.9	36.5
Nov.	1,416	1,456	16.9	18.3	67	66	36.8	37.1
Dec.	1,416	1,510	17.2	18.2	66	66	36.7	37.1
Oct.-Dec.	4,374	4,424						
Jan.	1,505	1,462	17.5	18.6	68	64	36.7	37.9
Feb.	1,479	1,497	18.0	17.7	66	67	36.1	37.9
Mar.	1,465	1,569	17.5	19.0	67	67	36.1	37.9
Jan.-Mar.	4,449	4,528						
Apr.	1,511	1,669	17.5	19.1	68	71	36.1	36.6
May		1,603		18.9		69		37.3
Jun.		1,540		19.5		64		36.8
Apr.-Jun.		4,812						
Jul.		1,531		18.8		66		36.8
Aug.		1,383		17.5		64		37.1
Sep.		1,473		18.1		66		37.6
Jul.-Sep.		4,387						
Season		18,151						37.2

1/ All juices other than orange, grapefruit, pineapple, prune and tomato. 2/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans...432 ounces per case.

Table 12.--MISCELLANEOUS CANNED FRUIT DRINKS: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date 1/

Period 2/	Total purchases		Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can	
	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961
	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents
Oct.	1,487	1,505	10.9	11.2	109	113	34.0	34.2
Nov.	1,366	1,307	11.0	10.1	100	109	35.1	34.5
Dec.	1,404	1,329	10.9	10.4	103	104	35.1	34.9
Oct.-Dec.	4,257	4,141						
Jan.	1,634	1,394	12.5	10.8	104	106	34.6	34.3
Feb.	1,688	1,530	12.3	11.4	109	109	34.8	34.1
Mar.	1,812	1,554	12.1	11.3	119	112	34.6	34.4
Jan.-Mar.	5,134	4,478						
Apr.	1,885	1,819	13.7	12.7	109	117	34.5	34.3
May		1,970		13.5		118		33.9
Jun.		2,224		15.1		120		33.7
Apr.-Jun.		6,013						
Jul.		2,215		15.2		118		33.2
Aug.		1,967		14.3		111		33.7
Sep.		1,862		13.2		114		33.5
Jul.-Sep.		6,044						
Season		20,676						34.0

1/ All drinks other than orange and pineapple-grapefruit. 2/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans...432 ounces per case.

Table 13.--TOTAL SINGLE-STRENGTH CANNED JUICES AND CANNED FRUIT DRINKS: Consumer purchases, percentage of families buying, and purchase per buying family, October 1960 to date

Period 1/	Juices						Fruit drinks					
	Total purchases		Proportion of families buying		Purchase per buying family		Total purchases		Proportion of families buying		Purchase per buying family	
	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961
	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces
Oct.	6,540	6,594	40.5	NA	130	NA	3,101	2,986	18.7	NA	133	NA
Nov.	6,172	6,360	40.5	NA	122	NA	2,736	2,606	18.2	NA	121	NA
Dec.	6,438	6,215	41.5	NA	124	NA	2,702	2,910	17.6	NA	123	NA
Oct.-Dec.	19,150	19,169					8,539	8,502				
Jan.	6,956	6,452	47.8	44.1	116	118	3,523	3,324	21.4	20.0	131	137
Feb.	6,974	6,566	44.3	43.4	126	125	3,505	3,318	20.5	20.1	136	137
Mar.	6,955	6,616	43.3	43.7	128	124	3,601	3,369	20.0	19.6	143	140
Jan.-Mar.	20,885	19,634					10,629	10,011				
Apr.	6,666	6,691	42.3	44.0	125	123	3,708	3,619	21.3	21.0	138	140
May		6,625		42.7		126		3,601		20.8		140
Jun.		6,202		42.2		119		4,065		23.2		142
Apr.-Jun.		19,518						11,285				
Jul.		5,796		40.0		117		4,309		23.8		146
Aug.		5,630		39.0		116		3,654		22.1		133
Sep.		6,378		41.6		124		3,450		20.4		137
Jul.-Sep.		17,804						11,413				
Season		76,125						41,211				

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans...432 ounces per case. NA - not available.

Table 14. Consumer purchases of selected citrus products as equivalent boxes of fresh oranges and fresh grapefruit, October 1960 to date

Period 1/	Oranges						Grapefruit			
	Frozen concentrate		Canned single-strength juice		Chilled juice		Canned single-strength juice		Canned sections	
	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
Oct.	3,835	3,774	326	474	436	365	563	480	248	221
Nov.	3,542	3,668	335	417	424	395	471	432	175	148
Dec.	3,798	3,731	338	390	417	367	579	449	121	139
Oct.-Dec.	11,175	11,173	999	1,281	1,277	1,127	1,613	1,361	544	508
Jan.	4,247	3,654	415	350	438	358	659	449	175	163
Feb.	4,245	3,579	432	372	477	391	619	452	164	151
Mar.	4,249	3,451	432	358	442	399	632	538	169	148
Jan.-Mar.	12,741	10,684	1,279	1,080	1,357	1,148	1,835	1,439	508	462
Apr.	4,079	3,694	445	350	443	428	559	632	144	143
May		3,546		346		442		640		145
Jun.		3,535		333		430		581		159
Apr.-Jun.		10,775		1,029		1,300		1,853		447
Jul.		3,367		348		380		463		175
Aug.		3,319		321		375		525		203
Sep.		3,686		353		394		548		216
Jul.-Sep.		10,372		1,022		1,149		1,536		594
Season		43,004		4,412		4,724		6,189		2,011

1/ Data are for 4-week (28-day) periods to facilitate comparisons.

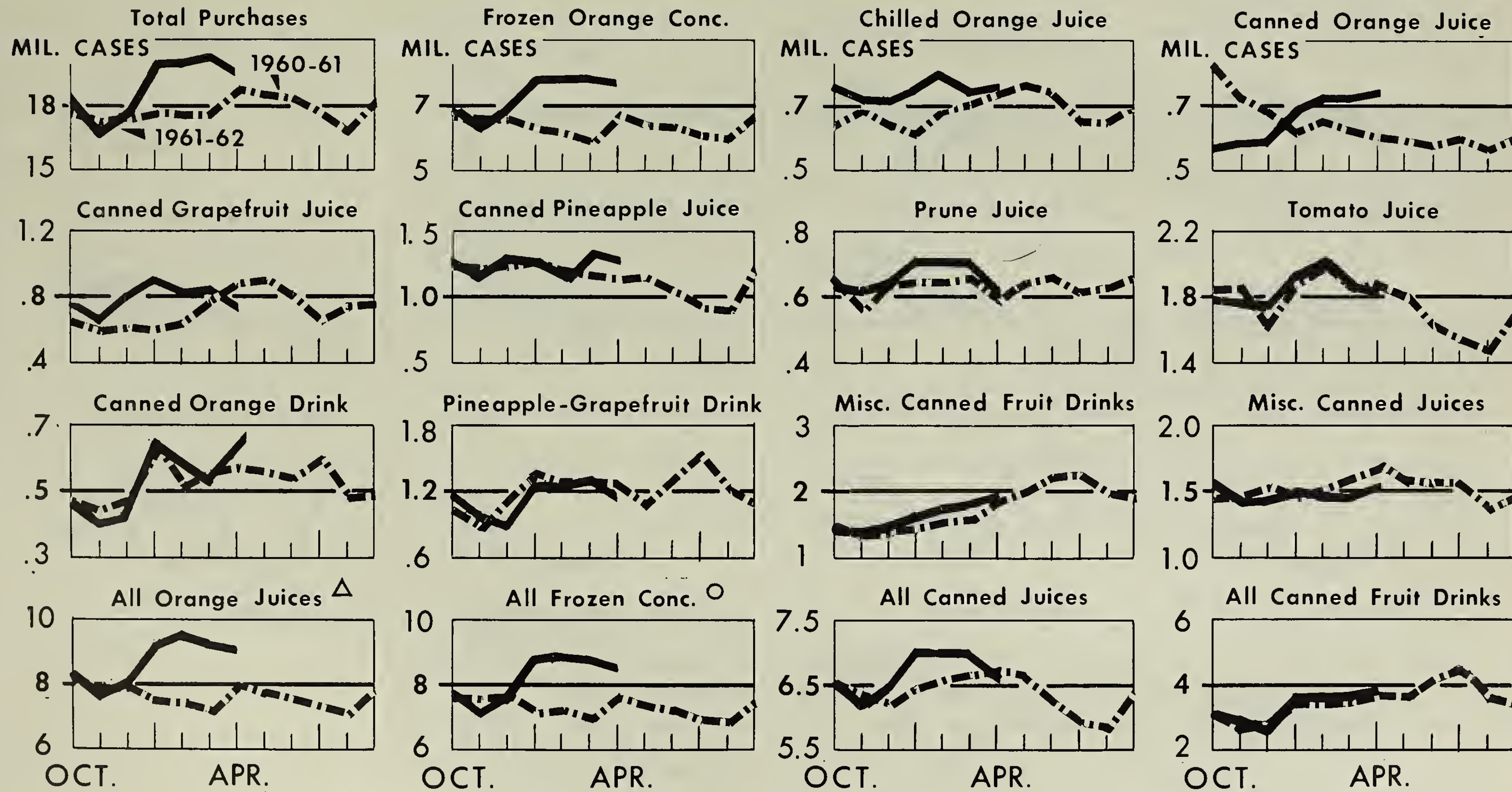
Table 15. SUMMARY: Volume and distribution of consumer purchases, percentage of families buying, and average prices paid for selected citrus juices and other products, April 1961 - April 1962 1/

Commodity	Total purchases: Volume April 1962	Volume April 1961	Volume Change from 1961	Share of Market April 1962	Share of Market April 1961	Proportion of families buying April 1962	Proportion of families buying April 1961	Purchases per buying family: Number April 1962	Number April 1961	Average size of purchase April 1962	Average size of purchase April 1961	Quantity per month April 1962	Quantity per month April 1961	Average price paid per can: Can Size	April 1962	April 1961
	1,000 gals.	1,000 gals.	Pct.	Pct.	Pct.	Pct.	Pct.	No.	No.	Ozs.	Ozs.	Ozs.	Ozs.	Ozs.	Cents	Cents
FROZEN CONCENTRATED JUICES:																
Orange	6,363	5,547	+15	38.6	35.4	30.6	29.5	1.9	2.1	25.4	21.3	49	45	6	16.4	21.4
Miscellaneous	745	815	-9	4.5	5.2	---	---	---	---	17.0	15.6	---	---	6	18.3	19.1
Total	7,108	6,362	+12	43.1	40.6	---	---	---	---	---	---	---	---	---	---	---
CHILLED ORANGE JUICE	2,532	2,475	+2	3.8	3.9	5.8	5.4	2.5	2.7	41.2	39.8	103	110	32	37.8	40.6
CANNED SINGLE-STRENGTH JUICES:	1,000 cases 2/	1,000 cases 2/														
Orange	736	600	+23	3.8	3.2	5.8	5.6	1.7	1.6	59.2	51.1	101	86	46	37.5	43.2
Grapefruit	740	871	-15	3.8	4.7	5.4	6.3	1.5	1.5	73.0	74.0	109	112	46	27.5	27.9
Pineapple	1,257	1,112	+13	6.4	6.0	10.1	9.8	1.4	1.4	70.7	63.5	98	92	46	27.4	29.2
Prune	625	584	+7	3.2	3.1	7.0	6.4	1.7	1.8	40.4	41.0	70	74	32	44.2	44.1
Tomato	1,797	1,855	-3	9.2	10.0	15.4	16.5	1.5	1.6	61.5	59.0	92	91	46	28.2	28.7
Miscellaneous	1,511	1,669	-9	7.7	9.0	17.5	19.1	1.7	1.8	39.4	39.3	68	71	46	36.1	36.6
Total	6,666	6,691	0	34.1	36.0	42.3	44.0	2.3	2.4	53.9	51.6	125	123	---	---	---
CANNED SINGLE-STRENGTH FRUIT DRINKS:																
Orange	670	574	+17	3.4	3.1	4.7	4.0	1.4	1.5	79.5	74.3	114	117	46	31.2	33.2
Pineapple-grapefruit	1,153	1,226	-6	5.9	6.6	7.5	8.5	1.4	1.5	86.1	80.5	122	118	46	27.0	27.7
Miscellaneous	1,885	1,819	+4	9.7	9.8	13.7	12.7	1.7	1.8	63.5	64.9	109	117	46	34.5	34.3
Total	3,708	3,619	+2	19.0	19.5	21.3	21.0	1.9	2.0	72.1	71.1	138	140	---	---	---
GRAND TOTAL JUICES AND FRUIT DRINKS 3/	19,547	18,583	+5	100.0	100.0	---	---	---	---	---	---	---	---	---	---	---
CANNED GRAPEFRUIT SECTIONS	201	206	-2	---	---	3.5	3.4	1.4	1.5	35.2	36.7	50	55	4/16	20.4	21.1

1/ Data are for 4-week (28-day) periods to facilitate comparisons. 2/ Equivalent cases 24 No. 2 cans...432 ounces per case, except 480 ounces for grapefruit sections. 3/ Includes single-strength equivalent of frozen concentrates. 4/ No. 303 can.

CONSUMER PURCHASES OF JUICES AND CANNED FRUIT DRINKS

Equivalent Single-Strength Cases of 24 No. 2's

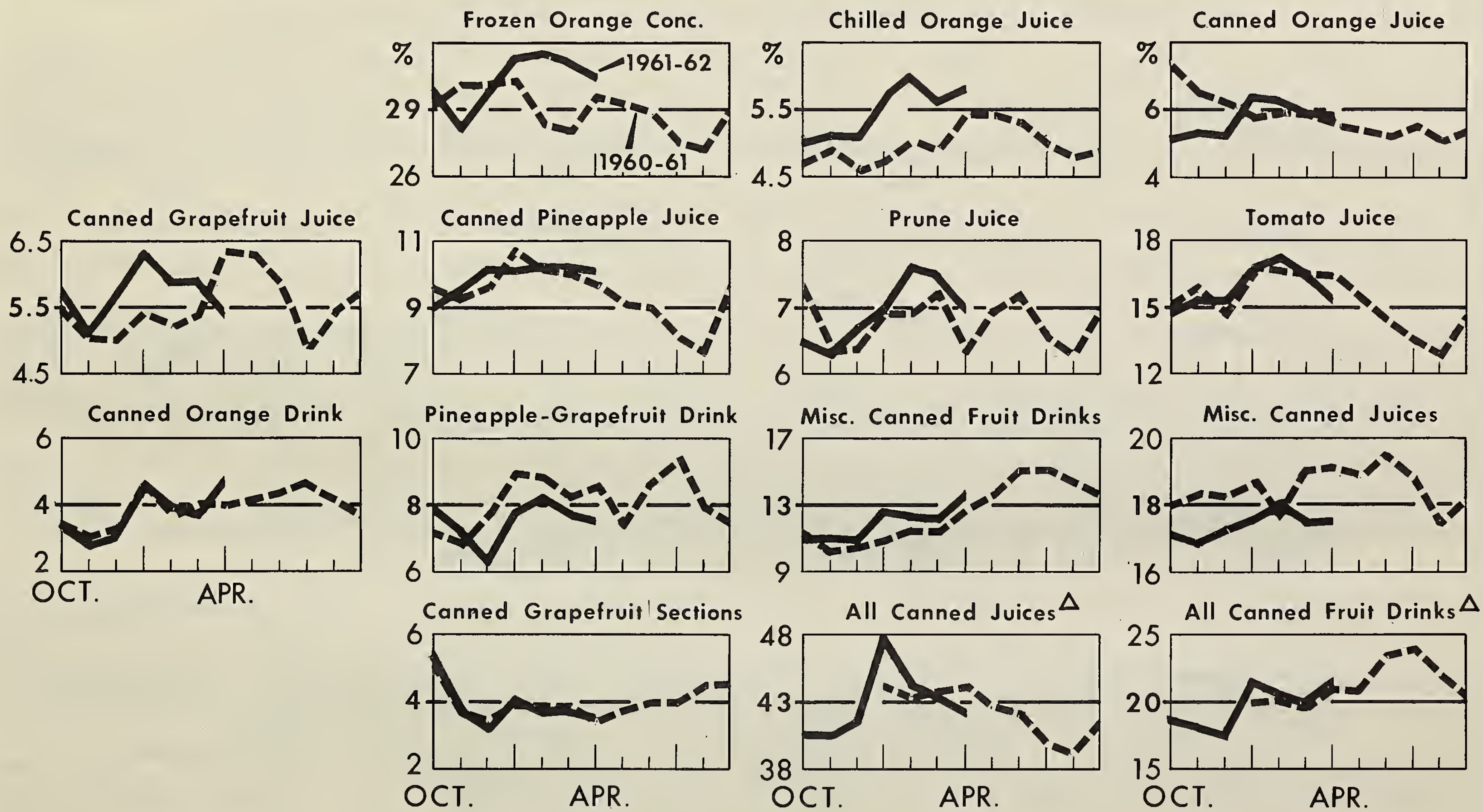


△ CONCENTRATE, CHILLED AND CANNED   ○ INCLUDES MISC. FROZEN CONCENTRATES NOT SHOWN SEPARATELY.

Figure 11

U. S. DEPARTMENT OF AGRICULTURE   ECONOMIC RESEARCH SERVICE

PERCENTAGE OF FAMILIES BUYING CITRUS AND OTHER PRODUCTS



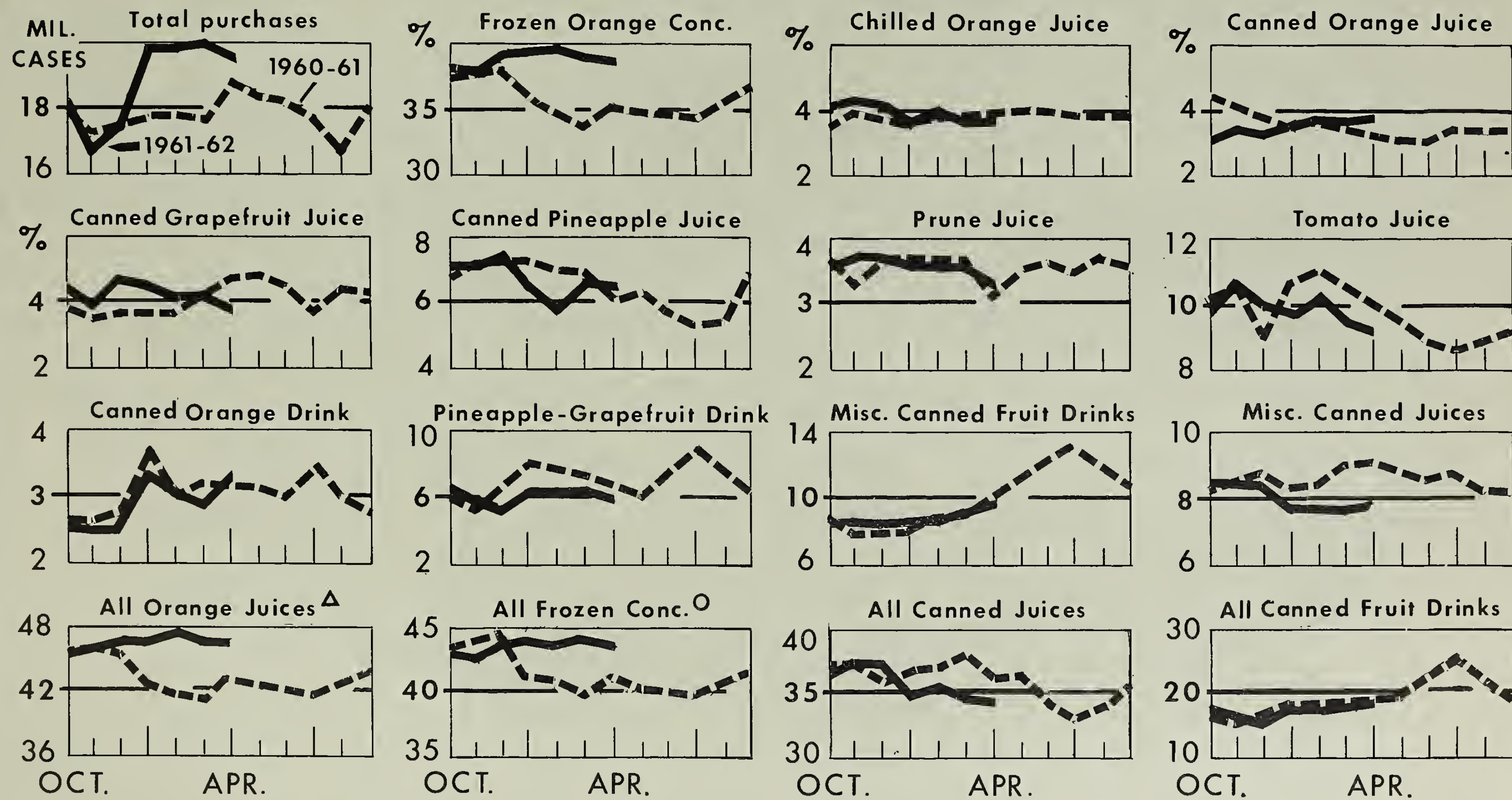
Δ DATA NOT AVAILABLE FOR OCT.-DEC. 1960.

Figure 12

U. S. DEPARTMENT OF AGRICULTURE

NEG. ERS 1188-62 (6) ECONOMIC RESEARCH SERVICE

SHARE OF HOUSEHOLD MARKET—JUICES AND CANNED FRUIT DRINKS

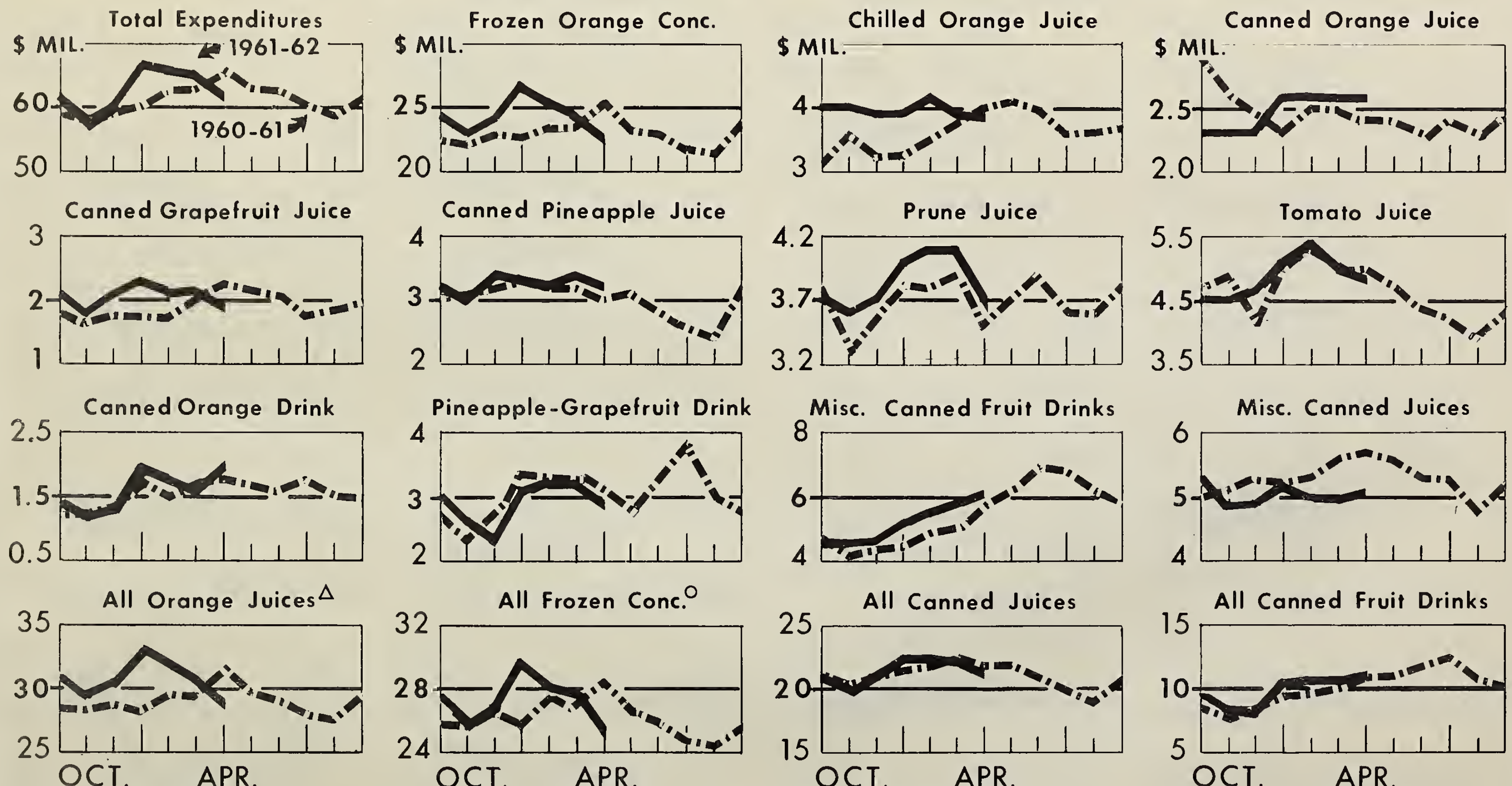


△ CONCENTRATE, CHILLED AND CANNED. ○ INCLUDES MISC. FROZEN CONCENTRATES NOT SHOWN SEPARATELY.

Figure 13

U. S. DEPARTMENT OF AGRICULTURE ECONOMIC RESEARCH SERVICE

CONSUMER EXPENDITURES FOR JUICES AND CANNED FRUIT DRINKS BASED ON PRICES PAID FOR USUAL SIZE OF CAN



△ CONCENTRATE, CHILLED AND CANNED. ○ INCLUDES MISC. FROZEN CONCENTRATES NOT SHOWN SEPARATELY.

Figure 14

U. S. DEPARTMENT OF AGRICULTURE — ECONOMIC RESEARCH SERVICE